

## Message Text

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PAGE 01 STATE 097429  
ORIGIN EB-08

INFO OCT-01 EUR-12 ISO-00 MMO-04 COME-00 TRSE-00  
CIAE-00 INR-10 NSAE-00 ABF-01 ICA-20 /056 R

DRAFTED BY EB/OCA/CM/SPHARRIS  
APPROVED BY EB/CTA/JWBILLER  
M/MO/GMAYS  
EUR/EX/JTULL  
EUR/NE:SWORREL  
EB/EX/FWILSON (INFO)  
COMM/BED/DMORAN  
EUR:DVINE  
EUR/NE:RFUNSETH

-----037746 152125Z /62

R 150400Z APR 78  
FM SECSTATE WASHDC  
TO AMEMBASSY LONDON

UNCLAS STATE 097429

E.O. 11652: N.A.

TAGS: BEXP, AODE, UK

SUBJECT: PROPOSED INTERNATIONAL MARKETING CENTER

REF: 1) LONDON 5026; 2) STATE 87890

1. STATE AND COMMERCE APPRECIATE THE VIEWS EXPRESSED BY LONDON IN ITS REFTEL CONCERNING THE RESOURCES THAT WILL BE NEEDED TO ASSIST US FIRMS TO PARTICIPATE IN INTERNATIONAL TRADE SHOWS IN THE UK FOLLOWING CLOSING OF THE TRADE CENTER. YOUR UNDERSTANDING THAT COMMERCE DESIRES TO MAINTAIN AT LEAST A LIMITED OFFICIAL EXHIBITION FACILITY TO HANDLE THE NEEDS OF FIRMS ENTERING THE UK MARKET AND FOR BSPS IS CORRECT. MOREOVER, COMMERCE WISHES TO ACTIVELY  
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ASSIST US FIRMS TO DISPLAY THEIR PRODUCTS AT UK TRADE SHOWS, AND STATE SHARES COMMERCE'S VIEW THAT IT IS ESSENTIAL TO HAVE AN ACTIVE PROGRAM IN THE US TO RECRUIT FIRMS NEW TO THE UK MARKET FOR THIS PURPOSE. WE ALSO AGREE THAT COMMERCE FUNDS ARE NECESSARY TO ASSURE THAT ADEQUATE SPACE CAN BE PURCHASED AT UK EVENTS FOR THESE FIRMS.

2. STATE AND COMMERCE BELIEVE THAT AN INTERNATIONAL MARKETING CENTER MAY BE AN APPROPRIATE REPLACEMENT FOR THE TRADE CENTER. AS NOTED IN THE EMBASSY'S REFTEL, SUCH A

FACILITY WOULD EMPLOY A PERMANENT STAFF OF NO MORE THAN HALF THE PRESENT TRADE CENTER COMPLEMENT. DISPLAY SPACE WOULD BE CONSIDERABLY LESS THAN THAT OF THE TRADE CENTER.

3. ACTION REQUESTED: PLEASE GIVE US YOUR VIEWS ON ESTABLISHING AN IMC IN LONDON FUNDED BY COMMERCE. (WE WILL ADDRESS IN A FUTURE CABLE THE QUESTION OF WHETHER SUCH A FACILITY WOULD BE LOCATED WITHIN THE EMBASSY.)

4. EUR/EX WOULD APPRECIATE POST'S VIEWS ON WHICH OF THE CURRENT TRADE CENTER POSITIONS (US AND FSL) SHOULD BE RETAINED FOR THIS PURPOSE. CHRISTOPHER

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**Disposition History:** n/a  
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**Reference:** 78 LONDON 5026, 78 STATE 87890  
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**Review Markings:**  
Sheryl P. Walter  
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US Department of State  
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